# Make the ocean social: Cordell Bank National Marine Sanctuary social media support



Project Title	Make the ocean social: Cordell Bank National Marine Sanctuary social media support
Project Summary	Help bring one of America's underwater treasures to social media and expand awareness about one of the more remote and widely unknown but amazing National Marine Sanctuaries to online audiences.
Country	United States

### **Project Description**

The NOAA Office of National Marine Sanctuaries serves as the trustee for a network of underwater parks encompassing more than 600,000 square miles of marine and Great Lakes waters from Washington state to the Florida Keys, and from Lake Huron to American Samoa. Our mission is to protect and enhance these natural and cultural treasures for future generations through scientific research, resource protection, management and education. Cordell Bank NMS is entirely offshore with no land/coastal boundaries. We use digital and social media as tools to communicate about the incredible natural resources, habitats, ecosystems and resource management issues that are hard for most people to grasp due to the offshore nature of the sanctuary.

Cordell Bank NMS is an offshore underwater jewel beaming with stories about underwater landscapes filled with diverse marine life as well as being a destination feeding area for animals traveling from all around the Pacific to feed here. Do you like whales? dolphins? fish? ocean invertebrates? deep sea? plankton? Are you interested in learning more about ocean research, ocean dynamics, threats to the ocean?

You will become familiar with various sanctuary programs and ways the sanctuary engages in ocean conservation and management. You will help create messages for social media outlets and web content that communicate our efforts and support development of outreach projects as they arise (including video editing from long segments to short interesting segments, and other graphic design support).

We are looking for motivated self-starters with an interest in marine conservation and creative storytelling. Strong independent skills, writing and editing skills are a must, along with a knowledge of social media trends and best practices. Other desired qualifications include: fluency with google docs, video editing software for trimming down longer clips to short interesting clips, excellent writing and copyediting skills using AP style, creativity storytelling ability with a sense of humor, but attention to science facts a plus! You will be willing to research and develop content for a non-scientific audience and use best professional judgement when representing our Federal Agency/NOAA.

## **Required Skills or Interests**

#### Skill(s)

Graphic design

Social media management

Storytelling/blogging/vlogging

Writing

### **Additional Information**

You'll be directly supervised by the education and outreach coordinator, but may interact with the research coordinator and resource protection staff and/or partners. You would need to be available to meet virtually on Pacific Time during business hours. Learn more about the sanctuary at Cordellbank.noaa.gov and check out our social media platforms on Facebook https://www.facebook.com/CBNMS/?ref=bookmarks and Twitter @Cordellbank

## **Language Requirements**

None